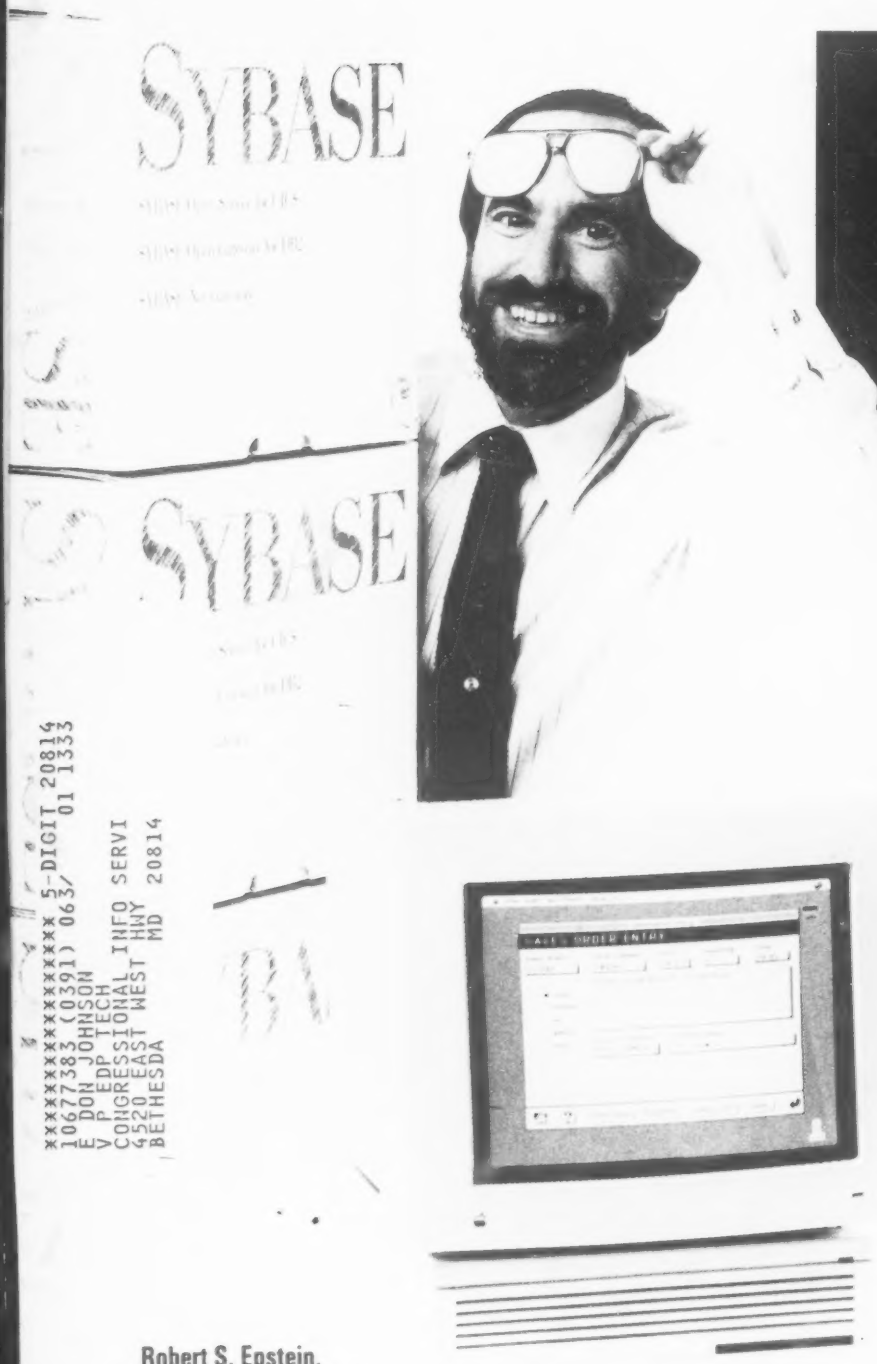
How Imaging Can Change Your Business *page 71*

A CAHNERS PUBLICATION

DATAMATION

FOR MANAGERS OF INFORMATION TECHNOLOGY WORLDWIDE

APRIL 1, 1991



Robert S. Epstein,
executive vice president,
Sybase Inc.,
with Open Server and Gateways

Sybase's Big Blue Connection

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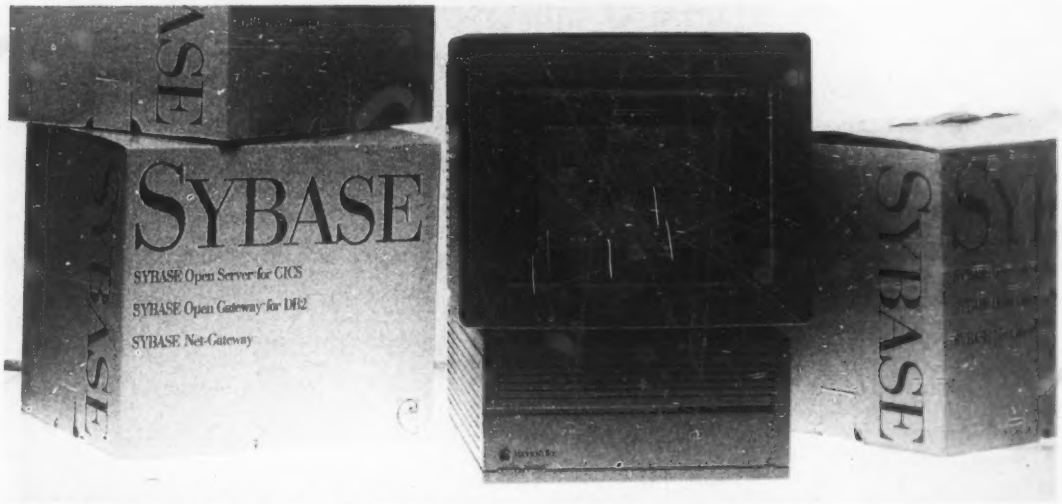

With Sybase's Open Server and Gateways, MAC apps can do the two-step with CICS, and DB2 to boot.

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Sybase's Big Blue Connection 28

BY J. WILLIAM SEMICH AND JOHN McMULLEN Sybase isn't waiting for IBM to find a way to hook up its System/390 mainframe to the small-is-beautiful world of workstation/server systems. Open Server For CICS makes your 3090 into a SuperServer—complete with DB2.

Cover photography by Chris Springmann

PCs & WORKSTATIONS

RISC SYSTEMS

The 88000: Motorola's Future At RISC 37

BY RICK COOK
High priced and late to market, Motorola's 88000 chip has not fared well in the RISC arena. But a sound software strategy and a strong systems mentality may yet rescue the product.

PRODUCT GUIDE

FEATURE

Bull's DOS/UNIX Recipe 77

BY MIKE RICCIUTI
The DPX/ProStation comes packed with ready-to-use applications and lets UNIX and DOS software run side by side. But does Bull have the clout to make it sell?

Bull's Hartman has cooked up a workstation with all the trimmings.

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What's Wrong With Windows? 43

BY JEFF MOAD Now that the honeymoon's over, some IS organizations are grumbling over apparent flaws in Windows 3.0. But not everyone notices the problems—and few are ready to forsake Windows for something else.

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SERVERS

NetFrame Serves Storage, I/O Niche 46

BY BOB FRANCIS In the dedicated LAN server crowd, NetFrame has opted for storage and processing capabilities that can handle mission-critical applications.

SOFTWARE

FINANCIAL MANAGEMENT

Global Downsizes Financial Software 53

BY TOM McCUSKER Maybe—just maybe—you don't need that system upgrade to handle your overgrown financial applications. New cooperative-processing apps can grab MIPS from the desktop and shave mainframe cycles.

OPERATING SYSTEMS

UNIX Waits For A Commercial Break 59

BY PHILIP J. GILL In large commercial shops, most mainframe managers pooh-pooh UNIX as underpowered. Their continued preference: good ol' MVS.

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OUTSOURCING

There Is Life After Outsourcing 62

BY TOM McCUSKER Some IS managers think *outsourcing* means "fire the IS department." It doesn't have to be that way, says Legent vice president Mario Morino. His advice: take charge of outsourcing.

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OLTP

Living Lab Lights Up The Phone Lines 67

BY IVAN KIRKWOOD The scientists of US West's living lab put an entire town on line—carrying OLTP to the nth degree. The experiment in Bellingham, Wash., is proving that real-time customer service is achievable.

IMAGING

How Imaging Can Change Your Business 71

BY DONNA TAPELLINI Companies experimenting with imaging are finding that it can provide surprising—even revolutionary—competitive advantages. But imaging presents hefty challenges to MIS.

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Motorola's 88000 family is not quite a chip off the old block.

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MARKET INSIGHTS

AN ANALYSIS OF ECONOMIC TRENDS

Thinking Of Buying Hardware? Better Do It Now

BY MADELINE FRANCHI
Cahners Economics

Usually in an economic contraction, lead times (the number of weeks between when a product is ordered and when it's delivered) get shorter, and then prices fall. Guess what? Lead times for computers are at an all-time low, and prices are indeed heading down. According to surveys of computer buyers conducted by *Purchasing* magazine, lead times for personal computers dropped from 3.5 weeks in January 1990 to only 2.7 weeks in January 1991—the shortest average delivery time since the survey began.

According to the U.S. Commerce Department, the price index for the computer industry has collapsed from 89.4 in October 1989 to 75.5 in October 1990, a one-year decrease of 15.5%. The deepest price cuts of just over 20% have shown up for computers based on 8000 and 80000 series 16-bit chips and for those based on 80000 series 32-bit chips.

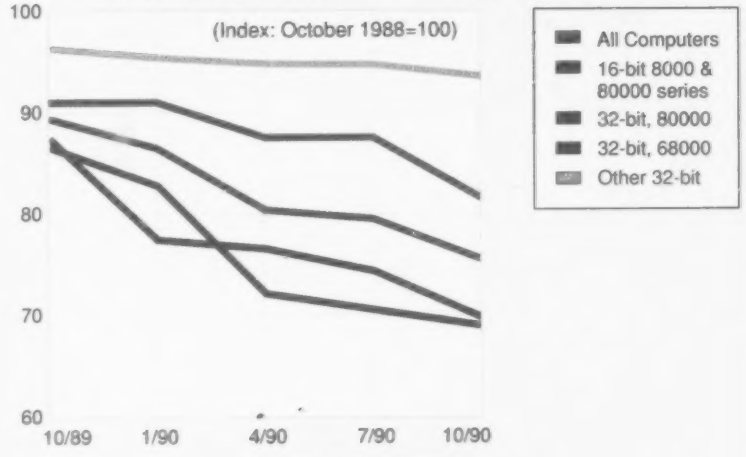
And the economic pressures on suppliers of computers and peripherals to hold down prices aren't easing, either. From October to November last year, output from computer manufacturers plummeted 4.4%. The preliminary figure for December recorded another decline of 2.6%.

The explanation: the industry is still in the process of slowing down and readjusting to a change in users' buying plans that started 1988, when an IS downsizing trend began to set in. Like most other sectors of U.S. manufacturing, the computer industry is both restructuring, squeezing employment ranks and trying to boost productivity. By the end of last year, U.S.-based computer manufacturers employed only 270,000 workers—the lowest level since 1980.

For more information on Cahners Economics's forecasting services, including seminars, newsletters and database diskettes, call Dan Buchan at (617)-630-2105, fax him at (617)-630-2100 or write to him at Cahners Economics, 275 Washington St., Newton, MA 02158.

No Better Time To Buy Computers

Prices of all sizes and types of computers have taken a dive in recent months. Recommendation: buy now, or pay later.



Source: U.S. Commerce Dept.

The Economy At A Glance

U.S. Economy: Macroeconomic And Industrial Indicators

	Actual		Forecast (Annual % Growth)		
	Q2/90	Q3/90	1990	1991	1992
Gross National Product	0.4	1.4	1.1	0.9	3.1
Business Investment In Equipment	-3.3	10.2	2.3	2.4	4.6
Government Spending	6.2	1.2	2.4	0.5	0.8
Consumer Spending	0.2	2.7	1.2	0.6	2.5
Exports	-5.0	6.9	5.3	3.1	5.4
Imports	0.7	7.6	3.3	2.2	2.7

All calculations are % change in 1982 dollars; quarterly figures are seasonally adjusted annual rates.

	Nov.	Oct.	% Change 11/90-10/90	Nov. 1989	% Change 1990-1989
Manufacturing Production (1)					
Process Industries Total	107.1	108.8	-1.6	107.8	-0.6
Chemicals	109.2	110.6	-1.3	109.8	-0.5
Petroleum	105.8	108.6	-2.6	109.3	-3.2
OEM Total	110.9	114.4	-3.1	111.2	-0.3
Computers & Peripherals	146.5	153.3	-4.4	141.0	3.9
Communication Equipment	110.6	110.1	0.5	107.6	2.8
Transportation Equipment	99.9	109.1	-8.4	102.8	-2.8
Services Employment (2)					
Finance, Insurance, Real Estate	6.812	6.824	-0.2	6.752	0.9
Health Care	8.334	8.286	0.6	7.739	7.7
Computer & Data Processing	0.818	0.811	0.8	0.770	6.1
Transportation/Utilities	5.909	5.921	-0.2	5.735	3.0
Retail Trade	20.058	19.812	1.2	20.031	0.1
Wholesale Trade	6.352	6.373	-0.3	6.344	0.1
Government	18.728	18.555	0.9	18.275	2.5

(1) Index 1978=100, seasonally adjusted
(2) Millions of persons, not seasonally adjusted

Source: Commerce Dept. and Cahners Economics

MARKET INSIGHTS

A SURVEY OF TECHNOLOGY TRENDS

The MIS/Telecom Merger Continues

BY WARREN CHILDS
Business Research Group

The move by *Fortune* 1,000 firms to consolidate MIS operations with telecommunications departments is accelerating. Already, according to the most recent DATAMATION Technology Panel survey, some 72% of these large operations have either merged both departments outright or have both report to the corporate Chief Information Officer to ensure consistent management of these two closely related activities.

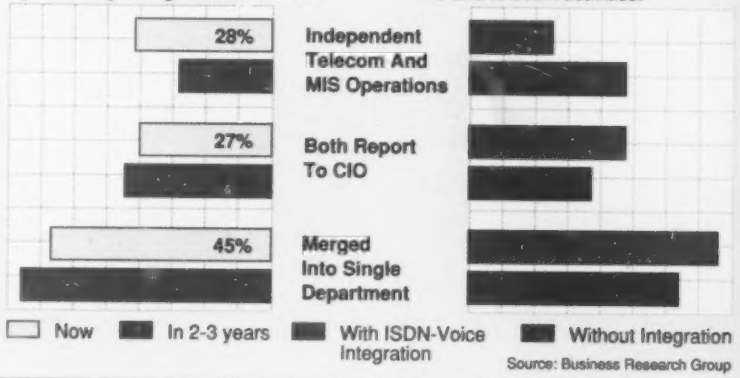
In this month's survey, we asked panel members to indicate whether their MIS and telecommunications groups have been combined into a single organization, were completely separate organizations or were separate organizations that reported to the same CIO.

The results: Only 28% of our panel members report that these groups are completely separate today, 27% say both groups report to the same CIO and 45% report that both groups have already been merged into a single organization.

Still Equal, No Longer Separate

The ties that bind MIS and telecom departments are getting tighter and tighter at a growing number of firms.

Companies with existing ISDN-Voice integration are most likely to merge MIS and telecom activities:



Source: Business Research Group

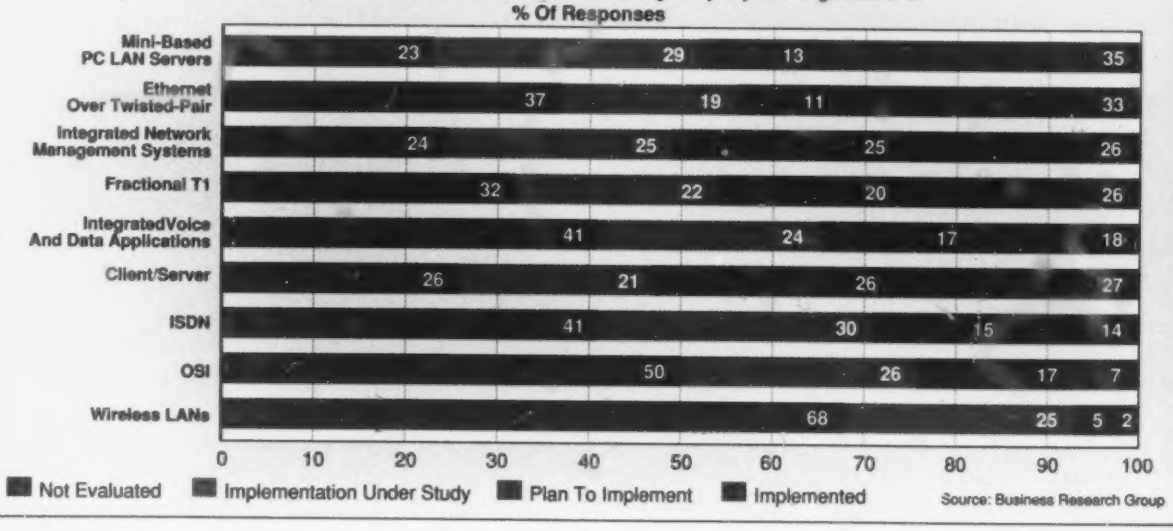
And our panel members confirm that the urge to merge will continue: only 19% report that they expect these two groups to stay independent within the next two to three years.

Organizations that have already implemented integrated voice and data applications are much more likely to have also merged their telecommunications and MIS groups. Only 17% of those who have implemented integrated applications, compared with 32% who haven't, report that these groups are completely separate.

For more information, call Nancy Finn at (617)-964-6204, fax her at (617)-558-4402 or write to her at the Business Research Group, 275 Washington Street, Newton, MA • 02158.

DATAMATION's Technology Implementation Index: Networks/Communications

DATAMATION each month surveys a select group of its readers--the DATAMATION Technology Panel--to investigate the implementation of new technologies by key user organizations.


% Of Responses
Mini-Based PC LAN Servers 23 29 13 35
Ethernet Over Twisted-Pair 37 19 11 33
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Fractional T1 32 22 20 26
IntegratedVoice And Data Applications 41 24 17 18
Client/Server 26 21 26 27
ISDN 41 30 15 14
OSI 50 26 17 7
Wireless LANs 68 25 5 2
0 10 20 30 40 50 60 70 80 90 100
Not Evaluated
Implementation Under Study
Plan To Implement
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Source: Business Research Group

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